CSEN2151	E-COMMERCE	L	T	P	S	J	C
		3	0	0	0	0	3
Pre-requisite	None						
Co-requisite	None						
Preferable exposure	None						

Course Description:

The course imparts knowledge on E-commerce concepts, building e-commerce web and mobile apps. It also provides knowledge on security issues in e-commerce related platforms.

Course objectives:

To identify the major categories, technologies and trends in e-commerce
To identify the essential processes of an e-commerce system.
To identify several factors and web store requirements needed to succeed in e-commerce.

To define various electronic payment types and associated security risks and the ways to protect against them.

To discuss the various marketing strategies for an online business and build e-commerce models

UNIT 1 INTRODUCTION 8 hours

Introduction to E-COMMERCE, Types of E-COMMERCE, Understanding E-COMMERCE: Organizing Themes

Learning Outcomes:

After completion of this unit, the student will be able to:

- Understand the basic concepts in e-commerce
- Identify the building blocks of e-commerce
- Choose the appropriate type of e-commerce for a given application

UNIT 2 E-COMMERCE BUSINESS STRATEGIES 10 hours

E-COMMERCE BUSINESS MODELS: Key Elements of a Business Model, Major BUSINESS-TO-CONSUMER (B2C) Business Models, Major BUSINESS-TO-BUSINESS (B2B) Business Models, How E-Commerce Changes Business: Strategy, Structure, and Process.

Learning Outcomes:

After completion of this unit, the student will be able to:

1. Understanding e-commerce business models, business concepts, and business strategies
2.Compare different business models for a given application
3. Choose the appropriate business model for B2B or B2C applications

UNIT 3 TECHNOLOGY INFRASTRUCTURE FOR E-COMMERCE 9 hours

Learning Outcomes:

After completion of this unit, the student will be able to:

Understand how the Web works.
Describe how Internet and web features and services support e-commerce.
Design basic e-commerce applications using the appropriate technology.

UNIT 4 BUILDING AN E-COMMERCE PRESENCE 9 hours

Building An E-COMMERCE Presence: A Systematic Approach, Choosing Software, Choosing Hardware.

Learning Outcomes:

After completion of this unit, the student will be able to:

1.Identify the steps in developing an e-commerce presence.
2. Analyze the major considerations involved in choosing web server and e-commerce merchant server software.
3.Choose the correct hardware and software for a given e-commerce application.

UNIT 5 E-COMMERCE SECURITY AND PAYMENT SYSTEMS 9 hours

The E-COMMERCE Security Environment, Security Threats in The E-COMMERCE Environment, E-COMMERCE Payment Systems.

Learning Outcomes:

After completion of this unit, the student will be able to:

1.Understand the impact of e-commerce crime and security problems
2. Analyze the advantages and disadvantages of different payment systems
3. Design e-commerce secure applications with suitable payment methods.

Text Books(s)

1. Kenneth C.Laudon, Carol Guercio Traver —E-commerce 2021–2022 business, technology, society, Pearson, 17th Edition

Reference Book(s)

Ravi Kalakota and Andrew B. Whinston, Frontiers of electronic commerce, Pearson, 1996.

Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, ECommerce fundamentals and applications, John Wiley, 2008.

S. Jaiswal, E-Commerce, Galgotia Publications, 2003.
International B2B (Business to Business) Marketing, Yonsei University.
https://www.coursera.org/learn/b2b-marketing
The Future of Payment Technologies, University of Michigan.
https://www.coursera.org/learn/paytech

Course Outcomes:

- Describe the underlying concepts of e-commerce and different e-business models.(L2)
- Analyze different e-commerce models for different online business applications (L4)
- Choose the appropriate security mechanisms for e-commerce applications (L4)
- Evaluate and choose different electronic payment systems in e-commerce (L4)
- Design and implement web and app-based applications for e-commerce (L5)

	Programme Outcomes (POs)	PSOs

	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
CO1	**3**												**1**	**2**	
CO2	**1**	**3**											**2**	**2**	
CO3		**2**											**2**		
CO4		**2**											**2**		
CO5	2	**2**	**3**										**2**	**2**	**3**

1-Low, 2- Medium and 3- High Correlation

APPROVED IN:

BOS :<< date >> **ACADEMIC COUNCIL: <<date>>**

SDG No. & Statement:

SDG 10 (Reduced Inequality): Reduce inequality within and among countries.

SDG Justification:

This course teaches the basic technology to sell products and services using the World Wide Web. This provides an opportunity for small and medium scale businesses to showcase

their products and services to a larger section of customers and can help reduce inequality between countries with and without known global presence commercially.